

**UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA**

FEDERAL TRADE COMMISSION, and

STATE OF MINNESOTA, by its Attorney
General, Lori Swanson,

Plaintiffs,

v.

SELLERS PLAYBOOK, INC., a
corporation,

EXPOSURE MARKETING COMPANY,
a corporation, also d/b/a Sellers Online and
Sellers Systems,

JESSIE CONNERS TIEVA, individually
and as an officer of SELLERS
PLAYBOOK, INC. and EXPOSURE
MARKETING COMPANY, and

MATTHEW R. TIEVA, individually and
as an officer of SELLERS PLAYBOOK,
INC. and EXPOSURE MARKETING
COMPANY,

Defendants.

CASE NO. _____

FILED UNDER SEAL

**PLAINTIFFS FEDERAL
TRADE COMMISSION'S
AND STATE OF
MINNESOTA'S EXHIBITS**

VOLUME VIII

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FTC-SP-001505 - FTC-SP-001763



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PLAINTIFF'S
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FEDERAL TRADE COMMISSION

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FEDERAL TRADE COMMISSION

In the Matter of:)
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P R O C E E D I N G S

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2018-06-14_13-01-38 (Sellers Playbook Webinar)

PRESENTER: Welcome out, ladies and gentlemen. Welcome to the Sellers Playbook Winning on Amazon webinar. Before we get started, go ahead and just check around you and make sure that all disturbances are out of the way. I'd like you to really stay focused and engage in the education you have. And I know when you're at home, sometimes things can pop up. So if you happen to have a phone, if you could set it aside, turn it over, turn off your TV, and really engage in this.

We look forward to educating you and getting you started on Amazon, the most profitable way possible. This is something Sellers Playbook has perfected over the last couple of years, learning from those that are already there and making real money on Amazon versus just playing around.

So as we get started, now, hopefully you've had a chance to research us a bit. We're glad to have you onboard, and we look forward to helping you continue your success or getting you started in your success on Amazon. Well, something you've noticed in the last several years and just checking things around

1 you and in our world how quickly things are moving,
2 let's think about some things that have changed in
3 your lifetime. When you were young, if you would have
4 went to your parents and said, hey, I'm going to go
5 jump in a stranger's car, and I'm going to have that
6 stranger take me to a stranger's house, and I'm going
7 to stay there for the next few days, wouldn't you all
8 agree that your parents would have told you you're
9 crazy, you can't do that, that's too dangerous? But
10 when you really think about it, isn't that a common
11 thing for people to do today?

12 Now, if you don't know where I'm going with
13 this, you may not have heard of these two companies
14 coming up right here. Airbnb and Uber, B, basically
15 replacement for a hotel today where we can go stay in
16 a stranger's home, apartment, or condo and stay there
17 instead of a hotel. Uber, instead of taking a car
18 company or a taxi, we jump in and jump in a stranger's
19 personal car to get us from Point A to Point B. Both
20 basic ideas that have been around for most of our
21 lifetimes -- taxis and hotels -- that now these two
22 companies have started to replace and cut into that
23 marketplace.

24 Well, why does this matter to us as Amazon
25 sellers? Well, it just shows how much the world has

1 changed and continues to change. If you didn't know
2 this, Airbnb right now is worth more than Hilton, it's
3 worth more than Hyatt, and it's worth more than
4 Marriott. It's worth more than most of them combined.
5 But when you think about it, how many hotels does
6 Airbnb actually own? To my knowledge, zero. And
7 Uber, even though they're not a car producer, do you
8 realize at this moment they say they're worth more
9 than Ford Motor Company and GM; however, they produce
10 no cars, nor do they own cars.

11 What these two companies have also allowed
12 us to do as consumers is we can now make money in ways
13 we never were able to in the past. Airbnb, renting
14 out our own home, our own condos, and Uber, utilizing
15 our own personal cars to make extra income. Well,
16 when you think about retail, wouldn't you agree Amazon
17 has essentially done the same thing in retail? Amazon
18 continues to grow and has continued to eat into
19 traditional market space.

20 Well, what's happening around us, we see
21 announced in the news quite often. Think about some
22 of the stores that you've seen announce closings, some
23 of them completely and some of them general locations
24 this year and in upcoming years, CNN and Fox News both
25 agreeing on this, and we all know, they very rarely

1 agree on anything.

2 Macy's announced they're closing several
3 stores in the next year. Radio Shack is basically a
4 dying brand. They have less than 70 stores worldwide.
5 The Gap, which also owns Banana Republic and Old Navy,
6 announced that they're closing over 200 stores in the
7 next 18 months. Gymboree has filed for bankruptcy.
8 Sears has been struggling for years.

9 Do you remember, those of us that remember
10 the catalog era, thought they were over back then?
11 Then a couple years ago they took on Kmart and
12 absorbed that, and that didn't end up very well for
13 them, did it? But they continue to move down this
14 path of more and more brick-and-mortar stores closing.
15 Target is closing multiple stores, eight -- in eight
16 states this year. And, of course, Toys R Us, they say
17 they'll most likely be out of business by the end of
18 this year. They're going through the liquidation
19 process as we speak.

20 Now, many people don't realize this, but
21 it's said that Amazon went to many of these companies
22 and asked them years ago to jump on their platform
23 and sell their goods. But most of these companies
24 said no, you're just a website; what do we need you
25 for? Well, I think most of us can agree, seeing how

1 much Amazon has grown, many of these companies
2 could utilize Amazon's services and utilize their
3 help to keep their businesses alive and help them
4 thrive.

5 And just a short time ago, Sam's Club shut
6 down 60 locations overnight. If you watch the news a
7 lot, JCPenney, Footlocker, many other major retailers
8 are shutting doors this year and in the upcoming years
9 because of online sales. More and more people are
10 moving online to purchase products. And if you don't
11 know this, the number one reason that people purchase
12 products online is obviously because of the
13 convenience. Price comes in secondary.

14 Now, as we look at this and we see the
15 expansion of Amazon, and if you don't know Amazon now,
16 it's worth over \$500 billion, just over that. And
17 it's said to be worth more than Walmart, Costco,
18 Target, Macy's, and Kohl's combined.

19 Now, when you think about how large they've
20 become and you think about how much is being sold on a
21 daily basis, do you realize that right now Amazon
22 isn't even the largest retailer in that list I just
23 gave? By far, worldwide, Walmart is.

24 So why is Amazon worth so much more money?
25 Well, ladies and gentlemen, similar to Uber and

1 Airbnb, they don't have the overhead that some of
2 these other companies have. They don't have
3 traditional brick-and-mortar stores. They have
4 fulfillment centers, where we as sellers have the
5 opportunity to have our inventory stored. When we
6 sell our product, they ship it out for us.

7 Now, because of this, the CEO and creator of
8 Amazon is now the world's wealthiest person. It's
9 said right now by financial analysts that Amazon will
10 definitively be the world's first trillion-dollar
11 company. Now, I'm imagining that if you're listening
12 to this, you're watching this right now, your goal is
13 to get a big piece of that trillion dollars.

14 Now, I know we'd like it all, but the
15 reality is in today's market, the way that Amazon
16 works, you don't need the whole pie, ladies and
17 gentlemen. You just need your slice. And hopefully
18 you're here for that reason. And I know if you're not
19 now, you will by the time we're done. Every one of
20 you should engage and get started selling on Amazon as
21 quickly as possible.

22 Now, I've learned many times in doing
23 this, Amazon has created a way to stay extremely
24 relevant. Considering where they started back in the
25 late '90s to where they are today, they've grown

1 tremendously because there's a lot of places for us to
2 sell our products today. It's not just Amazon. Every
3 one of us could go out and start our own website and
4 sell products, but the reality is, as you know, the
5 reason we want to be on Amazon is because they are
6 said to be the world's largest marketplace as we
7 speak.

8 People from all over the world have the
9 ability to point, click, and buy. And Amazon has made
10 it incredibly easy for us to purchase there, correct?
11 One-click ordering, Prime members. This is something
12 that all of us can do and, hey, many of you may have
13 been getting to a point where you purchase so many
14 products you don't even remember what's showing up on
15 your doorstep on a daily basis. I know, I've been
16 there myself. So we want to get a piece of this. If
17 you've been a consumer for a long time, let's get on
18 the third-party seller side. That's what Amazon calls
19 us when we sell our own products.

20 And Amazon has continued to stay relevant by
21 engulfing and becoming part of other markets and
22 getting into other spaces. Look at all these
23 companies that Amazon has purchased or invested into
24 just over the last few years. Well, just over a year
25 ago, if you remember, they purchased Whole Foods for

1 about \$14 billion.

2 Coming back to that relevancy, if you didn't
3 know this, Amazon created something called Amazon
4 Fresh, where we can now order groceries and have them
5 delivered in less than two hours. Amazon's making a
6 great case for us never to leave home. Now, I think
7 we all realize we all need to leave our homes, but
8 they're making it easy for us to stay at home and get
9 all the things that we need.

10 Now, not only that, they're now getting into
11 food prep to compete with companies like Blue Apron.
12 So even though in the beginning where people thought,
13 hey, Amazon's nuts for buying Whole Foods, they did it
14 for that distribution channel, right? They continue
15 to grow.

16 Now, something that's going to help them
17 stay incredibly relevant from this point forward into
18 the future is many people didn't notice this, but by
19 the end of 2017, Amazon had acquired licenses to sell
20 pharmaceuticals in over 12 states. And quite recently
21 it was announced that Amazon is teaming up with a
22 couple of other major companies, including Warren
23 Buffett's Berkshire Hathaway to create a new
24 healthcare company.

25 And maybe that's the reason you're listening

1 to this today. Maybe because you're looking at the
2 cost of things rise and you may already know that the
3 number one cause of bankruptcy in the United States
4 for the last several decades has been medical debt.
5 Many people, on a daily basis, some of you listening
6 to this today, may not even be able to afford your
7 medication. Well, Amazon is creating a way that we
8 can make additional income or maybe make your full-
9 time income.

10 And I truly believe as consumers this is
11 good for us also because they're creating a more
12 competitive market space for pharmaceuticals and for
13 healthcare, which will hopefully drop some of the
14 costs of those things. And if you're in that world,
15 you've just been opened up to over 300 million
16 potential clients.

17 Well, let's look at this in terms of
18 numbers. They say that right now over the last couple
19 of years Amazon has just continued to increase their
20 sales. Now, last year -- you see these numbers go up
21 until 2016, and in 2016, there was about \$136 billion
22 worth of products sold through Amazon. In 2017, there
23 was \$178 billion worth of products sold. Now, if you
24 track this all the way back to when they started
25 reporting statistics in 2008, their sales have doubled

1 about every three to four years.

2 And if you're wondering if Amazon has
3 peaked, not even close. Just past -- just this past
4 year, towards the end of the year is where they hit
5 the \$500 billion mark. However, as I mentioned
6 before, Amazon will most likely be the world's first
7 trillion-dollar company, so there's still a lot of
8 room for growth.

9 However, I think we can all agree, just like
10 any other opportunity we've had in the past, we don't
11 want to miss out. We want to be in there where we can
12 get money before we hit that peak. It's just like any
13 other business, eventually it will peak. We're going
14 to get to a point where Amazon has to peak and level
15 out, and if you want to sell products there, you want
16 to get there before that.

17 That's why I congratulate you for being on
18 this webinar here today, so you can get a piece of
19 that Amazon pie, so you can get into the marketplace
20 before they've peaked. You've got a lot of room for
21 growth. You don't want to miss that opportunity like
22 you may have in stocks, like Google or even Amazon.

23 Ladies and gentlemen, you don't realize
24 this, just over three years ago, Amazon stock was
25 about \$250 a share. Today, it's peaking out over

1 1,500 a share. People talk about things like bitcoin.
2 In 2010, if you would have invested \$100, you'd be
3 worth over \$20 million as we speak. That's \$100
4 investment being worth over 20 million. Now, I'm not
5 saying that's what Amazon's going to be for you, but
6 you don't want to miss the opportunity you have in
7 front of you.

8 Now, out of all these sales, out of the \$178
9 billion that was sold on Amazon in 2017, how much of
10 that was sold by you and I? Average people that are
11 trying to sell their products and goods on Amazon,
12 well, according to Amazon statistics, about half.
13 About half of all sales sold on Amazon are sold by you
14 and me. Well, if you look at the numbers, it's pretty
15 amazing that that's happened, and in the second and
16 fourth quarter of 2017, we as third-party sellers, for
17 the first time ever, actually outsold Amazon. We sold
18 more product than Amazon did in the second and fourth
19 quarter.

20 Now, I don't know if you would agree with me
21 on this, but I think it tells that, hey, that's a
22 great sign for us, because if Amazon continues to grow
23 and expand and we continue to get a bigger piece of
24 that marketplace, that's putting even more money in
25 our hip national bank, and that's why we're here,

1 because we want to be able to make money doing these
2 things and walking through it step by step.

3 Now, one of the best way [sic] to do it and
4 to really get a piece of that market space is to learn
5 from others. Let them walk you through how this
6 works, because according to Amazon statistics, there
7 are over 300 million Amazon members worldwide and
8 growing every single day. There are over 90 million
9 Prime members worldwide and growing every single day.

10 Right now, there are over -- just over 2
11 million third-party sellers, just over 2 million, but
12 they say that less than 10 percent of those third-
13 party sellers actually make a livable wage. They
14 actually make enough money that they can live on --
15 less than 10 percent. So an education, coaching
16 sports or anything, if you really want to learn how to
17 do this the right way, I think you'd all agree with
18 me, the best way to learn this is to learn from people
19 that are already in that 10 percent, those people that
20 are million-dollar sellers. And that's exactly what
21 drew me to Sellers Playbook quite some time ago.

22 Now, my experience selling online, I've had
23 quite a bit over the last several years. The first
24 time I ever sold anything online, it was clear back in
25 2003. It was almost 15 years ago. And just like you,

1 at the time, for many of you anyhow, it wasn't
2 originally going to be my full-time income. It was
3 just side income. Back then, I wasn't selling, and
4 when I first started to sell, I wasn't selling on
5 Amazon quite yet. And there are various reasons why,
6 but the main reason was you weren't able to.

7 And just like anybody else, I started to ask
8 myself, why am I not selling on Amazon and why am I
9 not selling on other platforms. And one of the best
10 way to get there is, like I said, to help overcome
11 fear. If you have fear, learn from somebody that's
12 done it well, then apply those -- that information and
13 apply that knowledge, and, of course, overcome that
14 fear, go out there and do it. If you're worried about
15 time with Amazon, ladies and gentlemen, Amazon has
16 become incredibly simplified, where if you can invest
17 about an hour a day, you can get on the right track.
18 It may not make you filthy rich, but it will become
19 consistent.

20 And if you're able to do anything they say
21 for at least 21 days straight, it could eventually
22 become a habit. And I think we could all use a habit
23 that's beneficial and profitable. And that's what
24 Amazon can become for each and every one of you. If
25 you've had any of these questions that are on the

1 screen right now -- not knowing what to sell or where
2 to find products or how do you sell on Amazon -- well,
3 that's why I say it's great to learn from those that
4 are already doing it and just follow that path. And
5 that's exactly what Sellers Playbook did for me and
6 could do for each and every one of you.

7 And obviously in the short period of time
8 that we have with you here today on this webinar, no
9 matter how fast I talk, and I know I get excited and
10 talk too quickly sometimes. I can't teach you ever
11 tiny detail. So we do want to give you the
12 opportunity to continue your education along with us
13 if and when you choose to do so. And I do highly
14 suggest it because if you've ever struggled with past,
15 hey, this is something that will take you to that next
16 level that most people never get to.

17 We'll actually be doing a live training in
18 your area, a two-and-a-half-day training where we go
19 through all the things I mention and cover here today
20 at a much slower pace, and it's hands-on training
21 where we'll walk you through things step by step so
22 you can actually go down the same path that I've been
23 through with Sellers Playbook over the last couple of
24 years. We'll walk you through that and give you the
25 option to do it.

1 Now, for those of you that are excited, you
2 know this is for you and you wanted to learn more
3 about it, there is a button you can click on the page.
4 That will take you to the next step so you can get
5 enrolled in this training. Now, there is an
6 investment, and we will get to that as we move through
7 things. I invested thousands of dollars for my Amazon
8 education. We want to make this achievable for
9 everybody on this webinar.

10 Now, back to when I first started selling, I
11 mentioned before, I wasn't selling on Amazon. And
12 there is a reason I didn't sell on Amazon back in 2003
13 is because, you remember, Amazon didn't allow you to
14 sell on Amazon back then. Only Amazon sold on Amazon.
15 And for about the first ten years that Amazon was
16 around, Amazon sold just one product. Now, I don't
17 know if you remember what that one product was, but
18 Amazon started off solely as a bookstore. Anybody
19 remember this? This was Amazon or about ten years.
20 Amazon sold books, period.

21 Today, I think we all know that you can buy
22 almost what on Amazon? Almost anything, just like it
23 shows in their marketing, from A to Z, everything from
24 A to Z. So back then I sold on another platform that
25 you probably remember. It's more of a garage sale

1 theory for most people today, and it's something
2 called eBay, is where I originally started off. And
3 it was my side income. And I got to a point where I
4 was making anywhere from \$2- to \$3,000 a month selling
5 products on eBay. And I did that for several years,
6 from 2003 until about 2008.

7 Around 2008, the economy dipped. And maybe
8 that's why you're here. Maybe you haven't rebounded
9 in the past ten years, or maybe you're worried about
10 ten-year averages and cycles that it's going to happen
11 again, and you don't want to go through those
12 hardships and file bankruptcy like millions of
13 people's had -- people had to do. You don't want to
14 file bankruptcy or -- or you don't want to lose your
15 home, and many people have went through that over the
16 last ten years.

17 Well, my goal was just to make some extra
18 income in the very beginning. And, eventually,
19 because of Sellers Playbook, it's now become my full-
20 time source of income. My major source of income is
21 selling on Amazon and utilizing Amazon sources and now
22 teaching about Amazon throughout the United States and
23 webinar series like this.

24 Well, I got to a point where around 2010
25 I'd been struggling because of the economy and because

1 I really didn't understand why more and more people
2 were jumping onto Amazon. So around that time, I
3 decided to start trying to sell on Amazon. And
4 because I thought I was an expert in e-commerce, I
5 thought I was going to crush my Amazon competition,
6 because most of those were new sellers. So with all
7 this experience behind me, I thought, well, it makes
8 sense, I'm an e-commerce expert, I'm going to crush
9 everybody.

10 And I jumped in, and it didn't go very well.
11 My first five listings were all taken down. So I
12 tried it again and they were taken down again. And
13 then I received an email threatening suspension. And
14 I realized that even though Amazon is e-commerce,
15 Amazon and eBay are two completely different things.
16 Amazon has rules and regulations, and they enforce
17 every single one. eBay has rules and regulations, but
18 they're pretty light with them. So I realized, hey,
19 more and more people are moving to Amazon; I've got to
20 learn Amazon.

21 So I learned Amazon, how to create a listing
22 that would stick, but then my products weren't
23 selling. So I had to find a way to boost my sales.
24 And I did that in the beginning by reading books and
25 going to that place that we all go to to learn

1 everything for free, this deep, dark abyss I've
2 learned called YouTube. Y'all heard of YouTube, where
3 you go in there and you click on one video and five
4 hours later you've seen everything but what you
5 actually need? So I had to seek out other people that
6 were selling really well on Amazon, and that's
7 actually what took me to Sellers Playbook.

8 I got to a point with Sellers Playbook where
9 I realized that I wasn't doing what I should have been
10 doing, and I learned that from experience, from
11 talking to other sellers. They taught me a simple
12 system that I'm going to get to in a few moments
13 called the Playbook System. And PLAY is an acronym,
14 which I'll get to in just a moment.

15 Now, at that time, the reason I sat down and
16 learned from Sellers Playbook is because my sales were
17 really lackluster. I went from making \$2- to \$3,000 a
18 month to making less than \$1,000 a month. And when I
19 had a chance to actually sit in a room, one-on-one,
20 with a real Amazon seller that had made a bunch of
21 money, made their living there, and I told them that I
22 was an expert and I'd been doing something that I'm
23 going to show you in a few moments called retail
24 arbitrage, which is essentially going into stores to
25 purchase products and then taking them home and

1 reselling it online, I'd been doing that for about ten
2 years at this point, so this is around 2011, 2012.

3 And one of the first things they said to me
4 is you will never have consistent income without
5 consistent inventory. When you're doing retail
6 arbitrage, it's a great stepping stone, but you never
7 have control over your inventory. It's just what's on
8 clearance in the store. That was one of the first
9 things they helped me realize. The second thing they
10 helped me realize was that I didn't have to do all the
11 shipping myself. Amazon has a system in play to be
12 able to help you with that.

13 And quite quickly I was able to start making
14 more money online than I was at my regular job and
15 eventually got to a point where most of you that have
16 ever had a job or if you have a current job, where you
17 get to a point where you actually have the ability and
18 the luxury to, quote, unquote, fire your boss, if
19 you've ever wanted to fire your boss, well, you're on
20 the right path being here with us on this webinar
21 today and then moving forward in getting to that live
22 class in your area. It will take you through those
23 things step by step.

24 Now, that Playbook System, it started off
25 like this. P stands for finding products that sell

1 well. I want to find some products that are selling
2 well on Amazon because I know they're currently
3 selling. From finding those products, now I have to
4 locate that inventory. How do I get the inventory?
5 Do I get it from -- as I was doing, shopping for
6 dollars, retail arbitrage? Or suppliers, wholesalers,
7 and manufacturers?

8 Once I get access to that inventory, how do
9 I get it to the consumer. That's the A, address and
10 label. Well, address and label is are you going to
11 box that stuff up and ship it out yourself? I did
12 that for the better part of ten years, and I got to
13 tell you, it's a lot harder than you think it is. I
14 was putting in 25 to 30 hours a week between shopping,
15 creating listings, and shipping products out, and I
16 was only making \$2- to \$3,000 a month.

17 Now, I work physically a lot less and have
18 the ability to make a lot more because I no longer
19 have to ship my products out. I now do something
20 called FBA. Now, if you don't know what FBA stands
21 for, in Amazon lingo, that stands for fulfilled by
22 Amazon. That means instead of you packaging all your
23 product up and shipping it out, you can have Amazon do
24 that for you. Now, if that sounds awesome to you,
25 just one more reason for you to get enrolled and get

1 to that workshop in your local area coming up in the
2 next couple of weeks.

3 Now, the Y stands for your pricing or
4 marketing. Now that I'm out and going, how in the
5 world am I going to get people to find me? How can I
6 get people to point and click and purchase my product,
7 because as I mentioned before, Amazon right now has
8 over 2 million third-party sellers. And as I
9 mentioned before that, that only a few of them -- less
10 than 10 percent -- actually make a real income. So
11 what sets those 10 percent apart? It's getting people
12 to buy.

13 Right now, there are over 2 -- right now,
14 out of the 2 million-plus sellers on Amazon, there are
15 over 400 million product pages. I think we'd all
16 agree, that's a lot of product. So how are people
17 going to find, point, click, and purchase your
18 product? Well, how we do that on Amazon today is we
19 do it by winning something. We call it winning the
20 buy box. Now, if you've never heard of the buy box,
21 I'd be willing to bet everybody that's ever been on
22 Amazon has seen the buy box. And if you're hearing
23 the buy box now for the first time, this is something
24 you have to know about in order to make money on
25 Amazon. So let me share with you what the buy box is

1 if you don't believe you're familiar with it as of
2 yet.

3 Now, if you look up any product on Amazon,
4 this is an Amazon search bar. I just typed in "dog
5 toys." Now, you see many of them come up, and if you
6 see the one in the center, it's a very popular dog toy
7 over the last little while called Zippy Paws. And let
8 me click on that and open it up. Now, as you open it
9 up, this is an Amazon listing. I think we've all seen
10 listings like this.

11 Now, this particular Amazon listing, as you
12 see, you can see that you can purchase this product
13 right now for just under \$9 -- \$8.87. Now, if we want
14 to purchase this dog toy, if you look to the right of
15 your screen, there's a button that says "add to cart."
16 That right there, ladies and gentlemen, is the buy
17 box. As I said before, everybody that's ever been on
18 Amazon knows and has seen the buy box, but unless
19 you're a current seller selling on Amazon or have done
20 a lot of research, you wouldn't call it the buy box
21 until somebody showed you this.

22 Now, it's important for you to know that
23 Amazon recognizes this and calls it the buy box also.
24 That's where that terminology comes from. And if you
25 are selling on Amazon already and you didn't know that

1 was called the buy box, no offense to you, but what
2 that shows me and other Amazon sellers is that you're
3 not an experienced seller, and you're probably not
4 having that much success. That's why the education is
5 key.

6 Now, moving on to why we say it's winning
7 the buy box. Now, if I were to purchase this set of
8 dog toys directly from Amazon right now, I'm actually
9 not buying it directly from Amazon. If you look at
10 the middle of the listing, you see right here -- I'll
11 circle it -- it actually says that it's sold by the BT
12 Group. And the BT Group is fulfilled by Amazon.

13 So when I purchase that set of dog toys, I'm
14 not buying it from Amazon directly; I'm buying it from
15 somebody like you and me. I'm buying it from the BT
16 Group. They're fulfilled by Amazon, which means, once
17 again, when I purchase this, they're not running in a
18 back room to ship it out; Amazon is doing that for
19 them. I think we'd all love to get to a position to
20 be able to do that.

21 Now, we say it's winning the buy box because
22 you may know this and you may not, but let me point it
23 out. Coming back to that original screen, do you
24 think that the BT Group is the only seller selling
25 this set of dog toys? Well, some of you know already,

1 but if you look to the bottom, right corner, you see
2 an area that says "other sellers on Amazon." Now,
3 I've just expanded that for us. And if you look, you
4 can see right there, down at the bottom, it says there
5 are 12 total sellers, including the BT Group, that are
6 selling that exact same set of dog toys.

7 Now, the BT Group is the group that comes up
8 first. They're the first seller that comes up. Now,
9 what that means is they're winning the buy box on this
10 product because they are the first that comes up in
11 the search. Now, if you're winning the buy box,
12 according to Amazon statistics, you are getting 70 to
13 80 percent of the sales on that product. Did you hear
14 me, 70 to 80 percent of the sales on that product if
15 you're winning the buy box.

16 Now, understanding that if you're winning
17 the buy box, you're generally making more money than
18 others that are out there doing this, I think it's
19 important for us all to understand how to win the buy
20 box. Now, in the short period of time I have with you
21 on this webinar, it's not enough to break down every
22 tiny detail to help you win the buy box each and
23 every time. I'll give you a few tips, but you want to
24 learn the step-by-step approach and the ins and outs,
25 I'm going to encourage you to enroll in that workshop

1 that we're having in your area coming up in the next
2 couple of weeks. That's where that real information
3 comes in handy where we can walk you through this step
4 by step.

5 Now, some of the things that factor into you
6 winning the buy box, well, of course reviews are
7 important, if you have positive reviews. Your
8 inventory, how much you have and where it's located.
9 Not only your inventory where it is and how -- and how
10 much you have, but also what type of account you have,
11 which we'll get to.

12 Are you a professional seller, or are you an
13 individual seller? All of these things factor in.
14 And, of course, many of you are thinking to yourself,
15 well, of course, the price factors into this. Your
16 price is going to help you win the buy box. However,
17 what a lot of people don't realize is pricing your
18 product too high or too low actually hurts you. Now,
19 a lot of times when people hear that, they say, too
20 low, that doesn't make any sense, you should win.
21 Well, on other platforms, I'll agree with you. See,
22 when I first started selling, selling on places like
23 eBay, the lowest price tends to win. You muscle your
24 way through the market. You push your weight through
25 it. If you can offer a lower price, you know you'll

1 get the majority of sales.

2 However, on Amazon, that is not the case.

3 As a matter of fact, if you really do a lot of
4 research on Amazon, if you've ever clicked on that
5 "New (12) from \$8.87" down at the bottom there, if
6 you've ever done that on a product to see all the
7 purchasing options, you'll occasionally find somebody
8 selling the exact same product you're looking at for a
9 lower price if you look deep enough.

10 Now, Amazon doesn't make that person that's
11 selling it for the lowest price the top seller because
12 all those other things factor in. As a matter of
13 fact, if you price your product too low -- so as an
14 example, if Amazon has ran analytics and they see
15 that, hey, everybody sees this product is a good
16 value, around \$9, that's where we should sell it,
17 that's why everybody here is selling it for about \$9.

18 But if you could undercut the market and
19 come in and sell this product for \$6 and still be
20 profitable, you'd think that you were going to get
21 ahead and undercut the market. However, on Amazon,
22 that can actually hurt you. Amazon may actually bury
23 you at the bottom of the list because you're trying to
24 undercut the market.

25 Now, if you just learned something right

1 there, imagine what you're able to learn in the course
2 of a few days instead of just a few seconds. And I've
3 got to tell you, if I would have known that basic
4 concept when I first started selling on Amazon, it
5 would have saved me about a year of frustration,
6 because I came from a marketplace where you pushed
7 through the market. You have the lowest price, you
8 win. That doesn't happen on Amazon. That's one of
9 those reasons that there are so few truly successful
10 Amazon sellers.

11 Now, something that's also important to
12 understand is out of those 12 sellers, let's say that
13 you and I are two of the 12 sellers and we're doing
14 all the things we're supposed to. We're having Amazon
15 fulfill for us. They have our inventory. We're
16 offering free shipping. We're doing all -- we have
17 great reviews. Let's say that we're all doing the
18 same things. Well, eventually, if one of us is
19 winning over the other, we might get frustrated. So
20 what Amazon tries to do for us that are all equal,
21 that are doing things the correct way is -- this is an
22 advanced strategy, but they will split the buy box
23 between us, so we each get a number of shares -- a
24 share of the sales, so we can each make money, instead
25 of just one person making money.

1 Amazon tries their best to be a fair and
2 level marketplace, but only to sellers that know what
3 they're doing and follow Amazon's rules. Would they
4 split this buy box with all 12 sellers? No. The
5 reality is about 80 to 90 percent of Amazon sellers
6 eliminate themselves from the buy box because they
7 never take the time to actually learn like you're
8 doing here today. And that's what can separate you
9 from the wanna-bes to being a gonna-be, actually going
10 out and making money doing these things.

11 Now, imagine what we can teach you in the
12 course of a couple of days. Once we teach you how
13 that buy box works, how to split that buy box, how to
14 research products, you can go out and find simple,
15 silly products like these plastic containers. These
16 are a best seller on Amazon and have been for well
17 over two years. When you learn to crunch numbers,
18 which I'll just show you visually here, there are
19 about 6,400 of these sets selling every single month.
20 They sell for \$13 apiece, so that's about \$83,000
21 worth of gross sales.

22 Well, at about a 20 percent profit margin,
23 that gets about \$16,000 profit selling a plastic
24 container. And if you're one of three people in the
25 buy box, that's something we can show you how to do at

1 that workshop. You're making over \$5,500 a month
2 selling a plastic product that if done correctly you
3 never even have to touch. That's the ultimate goal on
4 Amazon, it's like me and other sellers is learning how
5 to do this, getting all these great deals from
6 suppliers and manufacturers, having that product
7 delivered to a fulfillment center where you can sell
8 it and win the buy box and never even have to touch
9 the product.

10 Now, everybody can get to this level. Some
11 of you can start there. Others will have to take
12 small steps. Either way, we want to show you how to
13 be profitable as soon as possible utilizing Amazon and
14 Sellers Playbook system. That's why I encourage you,
15 once again, go to that workshop that's live in your
16 area. To get dates, times, and enrollment
17 information, just click the button on your screen.
18 The investment to attend this workshop, if you go to
19 our website, you will see is \$997 per person. That's
20 the normal cost to attend our training. That's what
21 many people -- thousands of people across the United
22 States have invested to attend our live workshop.

23 Now, we also have some technologies and
24 things that go along with us; however, for those of
25 you listening to this webinar, when you enroll, we are

1 going to give you a discount. Now, that discount is a
2 couple of hundred dollars off. It's 797 for you and a
3 guest. So instead of -- get this -- instead of 997
4 per person, about a \$2,000 enrollment for you and a
5 guest -- so bring somebody positive with you -- we're
6 going to allow you to invest 797 and bring a guest for
7 free. That's less than half the cost.

8 Now, if those dates that we give you when
9 you get set up, if those are a challenge, talk to that
10 consultant. They'll find a way to get you started as
11 soon as possible. If your investment is a challenge,
12 hey, it's a drop in the bucket. Consider what the
13 traditional education costs that might get you a job,
14 right? This is something that can make you money for
15 a lifetime.

16 And our trainings are set up quite a bit
17 differently than what we're doing here today because
18 they're live, they're face-to-face, there's
19 interaction. What we do is we're bringing in -- we'll
20 bring in tables. We have a classroom-style setup. We
21 ask you to bring in your laptop, your digital device,
22 your Kindle, your -- your tablet. We want you to
23 bring those things with you so it's an interactive
24 training, it's hands-on.

25 So as your instructor, like myself, is in

1 front of the room teaching you, you're following along
2 at the same time. So we can teach a section, then do
3 a Q&A; teach a section, then do a Q&A. Now, as we
4 teach, we teach to the entire group, and we keep our
5 groups pretty intimate. We've learned to do that
6 because when we have groups of hundreds of people, it
7 really can affect the learning environment, right? We
8 want to be able to stay on the same page and make sure
9 that you're getting the most out of your time and out
10 of this education.

11 So we are also going to set you up with a
12 consultant that can help get you to the next level,
13 because even though we're going to learn as a group,
14 we know that you probably have personal, individual
15 questions you need to have answered. Not only that,
16 we also probably realize that you have a different
17 financial goal than the person next to you. So we
18 want to be able to say, hey, if your goal is to make
19 \$3- to \$5,000 a month, here's what you need to go do
20 to hit that goal, A, B, C, D, E, F.

21 Now, if your goal is to make \$3- to \$5,000 a
22 day, we can help put you on the right path in the
23 steps and the time frame that's achievable for each
24 and every one of you or something to -- that you can
25 work on, depending on the time you put in. We'll walk

1 you through those things step by step. So not only do
2 we give you general education and the right way to
3 sell on Amazon, we also want to give you a one-on-one
4 consultation so we can actually write out a business
5 plan that's personalized for you and the business that
6 you want to run on Amazon. The cost of that alone is
7 worth more than the cost of enrollment to attend this
8 class. You're learning from real Amazon sellers and
9 get you from where you are to where you want to be.

10 Now, when you're ready and you know this is
11 for you, just click on that link below, click on that
12 button, get out there and get enrolled.

13 Now, when you're getting started, step
14 number one, first thing you need to do is create
15 what's called a seller's account. Now, setting up a
16 seller's account is absolutely free to get enrolled,
17 to start. And we all love free. But selling on
18 Amazon, that's not free. Remember, Amazon right now
19 is worth over \$500 billion. They are the world's
20 third largest company. Their CEO is the world's
21 wealthiest person. They didn't get there by being a
22 nonprofit and giving things away for free.

23 So they do charge for their services, but
24 they're very minimal in terms of running a business.
25 So you have two choices here. You have professional

1 and you have individual. Now, for me, getting you
2 started, I just want to get you started. So at least
3 set up your individual account. It only takes a few
4 minutes to do. It's free monthly, but they do charge
5 you 99 cents per listing.

6 Now, once you've listed at least 40 items,
7 it makes sense to upgrade to professional. If you're
8 listing at least 40 items on a monthly basis because
9 as a professional, the investment is 39.99 a month,
10 but you can list an unlimited number of products. If
11 you want to list 25,000 products, go for it. It's
12 still just 39.99 a month.

13 Now, there's some additional benefits to
14 being professional. You sign up whichever way you
15 want to know and know that as an individual you can
16 always upgrade to professional. As a professional,
17 you can always downgrade to individual. That is up to
18 you. The key is that you need to get started, so at
19 least set up that individual account. And those of
20 you who attend the workshop, we'll walk you through
21 this step by step, A, B, C, in chronological order.

22 Now, as a professional, you are also going
23 to receive some additional benefits from Amazon. I'll
24 show those to you here. As an individual, you can
25 only sell in the United States. As a professional,

1 you can sell in the United States, Mexico, and Canada.
2 As a professional, you can offer Prime shipping. As
3 an individual, that is only in unique situations. It
4 is primarily for professional sellers.

5 Another big, big thing is customer service.
6 Ladies and gentlemen, as a professional, Amazon will
7 help you with disputes. As an individual, they kind
8 of just leave you on your own. And here's something
9 you're going to learn. For an Amazon success story to
10 happen, along the way, you're going to sell a lot of
11 products. And, eventually, you may run into a
12 situation that is out of your control, where somebody
13 may leave you a bad review. Because something I've
14 learned in doing this is you cannot keep 100 percent
15 of people happy 100 percent of the time. It's just
16 the way that the world is today.

17 And you may sell somebody a product that you
18 never even touched. It came from a manufacturer,
19 directly to a fulfillment center, directly to that
20 customer, and there happened to be a manufacturer's
21 defect. They open it up, and maybe that person had a
22 bad day. So instead of contacting you to ask you if
23 they can get a refund or an exchange, which you're
24 more than happy to do, they decide to leave you a bad
25 review. And sometimes that's the first thing that

1 people see about you. And I think we all know that
2 everything online today is true, right?

3 Ladies and gentlemen, of course it's not.
4 But, unfortunately, we live in a society where you
5 could have 125 positive reviews and two bad reviews,
6 and somebody's going to look at those two bad reviews
7 and give those more weight and more credit than the
8 125 good reviews. You've got to see the overall big
9 picture.

10 Amazon understands this, so as a
11 professional account holder, they will help you with
12 disputes like that, and they help give you benefit of
13 the doubt because you're going to continue to sell
14 there. As an individual, they just leave you out
15 there to kind of fend for yourself. And they do that
16 because they love to reward people that are utilizing
17 their system.

18 All right, now, here's a breakdown of those
19 things that I just mentioned. And the final thing on
20 that list as a professional, and this list comes
21 directly from Amazon, is as a professional, you have
22 the eligibility to win the buy box. As an individual,
23 it's virtually impossible. Now, if you want to get 70
24 to 80 percent of those sales or a share of those
25 sales, I think it's a no-brainer to eventually become

1 professional.

2 Start off however you choose to, whatever
3 makes you the most comfortable in the beginning, but
4 just know, to have success, sometimes you have to feel
5 a little discomfort. Without progress, there's
6 nothing but regress, and I think most of us have
7 learned that in our adult lives. So if you want to
8 learn how to win that buy box, get to our live
9 training so we can walk you through that step by step.

10 Now, once you've got your account set up,
11 whichever account you need, whichever account you
12 decide to go with is great, you just need to get
13 started -- the next step is you need to have something
14 to sell. Now, some of you may have businesses,
15 products and inventory that you can sell right now,
16 and some of you aren't sure. You're just saying to
17 yourself, hey, Jay, I just want to make money selling
18 on Amazon, I don't care what I sell. And that's great
19 because you're a blank canvas.

20 Something I've learned is never prejudice
21 products until you run the numbers. If I said to each
22 and every one of you on this webinar, hey, go out and
23 sell Chapstick, most of you would probably laugh at
24 me. But when I show you that the number one seller of
25 Chapstick of all time on Amazon does about \$70 million

1 in sales each year, suddenly Chapstick sounds pretty
2 good.

3 Now, these five guys now own an Amazon store
4 called Pharmapacks. And it started because they all
5 worked together in a pharmacy and didn't like their
6 job much. One of them got education on Amazon,
7 learned how to sell. Didn't get an advanced
8 education, just some basics. And they had some time,
9 took them quite a while through trial and error, and
10 they learned that if they sold one Chapstick or one
11 travel-sized toothpaste, they actually lost money on
12 Amazon. But if they could package them together and
13 offer them in packs, thus the name Pharmapacks, they
14 made a lot of money.

15 Now, if Pharmapacks sounds familiar to you,
16 as in the last couple of years, it's been said that
17 Pharmapacks is one of the 500 fastest growing
18 privately held companies in the United States. And it
19 essentially started because they didn't like their job
20 much and they learned how to sell on Amazon the right
21 way. And if you get a chance to read any of the
22 articles that have been written about them and they've
23 been interviewed, they say that if you want to become
24 a great seller on Amazon, they say learn how to win
25 the buy box. That's what took them from where they

1 were to the \$70 million a year they're selling now.

2 Now, what we look for on Amazon through
3 Sellers Playbook, what we educate you on, is how to
4 plan what we call FAST-moving products. And FAST is
5 another acronym. F stands for financially profitable,
6 can we make money with it. A, is it available over
7 and over again? Can I find a place to get this
8 product where I can purchase it at a good price and
9 resell it for a profit?

10 Now, you also want to analyze that product
11 and determine if it's a trend or if it's what we call
12 a core product. Core means it will sell continuously,
13 over and over and over again. Trend, as we all know,
14 will eventually end. If you remember a while back,
15 the big trendy item for kids was -- I know you can see
16 it in your mind -- it was fidget spinners, right?
17 Then it kind of moved on to slime and some other
18 things.

19 And I think we could all agree, if you all
20 went out and bought a bunch of fidget spinners right
21 now, you're most likely going to lose money because
22 that trend has ended. So we want to show you to
23 analyze core products and trends so we can see if we
24 can make consistent income with those products.

25 Now, the S stands for sellable. Now, what I .

1 mean by sellable is as a brand new seller, there are
2 millions of products that you have the ability to go
3 out and sell right now. On that same note, ladies and
4 gentlemen, there are a lot of products you can't sell
5 until you get approval. So if you'd like to sell in a
6 category like health and beauty or jewelry or
7 electronics or grocery, you're not able to sell
8 products from those categories until Amazon approves
9 you to sell in those categories. There's a process to
10 go through. Those of you that attend our live
11 training, we'll walk you through that step by step.

12 Now, once you're approved in certain -- in
13 specific categories, we will then show you how to get
14 approved for certain brands. Brands now are
15 restricted in many cases, also. So as an example, if
16 you wanted to sell one of the best-selling athletic
17 products out there today, a brand called UnderArmour,
18 you actually need to get a list -- excuse me, you
19 actually need to get a letter from UnderArmour
20 authorizing you to be a reseller of their goods on
21 Amazon. And once you get approved, you're then
22 charged \$1,000 for that approval, almost like a small
23 franchise fee.

24 More and more companies that are big brown -
25 - brand names are now charging for the right to sell

1 their product on Amazon because they want to make sure
2 you're serious. Brands like Tory Burch and Nike,
3 brands like Calvin Klein, are now charging fees,
4 Adidas, to get approved to sell their product. And
5 the challenge a lot of times is these brands don't
6 tell you until after you've been approved.

7 Get to that workshop, so we'll give you a
8 list of those different brands and what they charge
9 for approval and also walk you through, step by step,
10 how to get those letters and how that works. We'll
11 walk you through those things, and it's very
12 important.

13 Something those of us that are on Amazon
14 have learned over the last while is Amazon will be
15 around for a long, long time. However, that doesn't
16 mean that Amazon is always going to allow brand new
17 sellers to become third-party sellers. They may
18 eventually say, hey, you know what, we have enough.
19 It could happen. And seeing these what are called
20 gatings and restrictions only lead us down that path
21 to believe that's going to happen more and more.

22 Now, take for example, I think we all know
23 the best time to sell toys anywhere is the holiday
24 season, that fourth quarter we call it, October,
25 November, and December; however, did you know that if

1 you haven't sold at least 15 toys by October 1st, you
2 are not able to sell toys on Amazon until January of
3 the next year? Let me repeat that. If you haven't
4 sold at least 15 toys by October 1st of this year,
5 Amazon does not allow you to sell toys until January
6 of next year.

7 They don't do that to penalize you as a new
8 seller. They do it to reward the educated sellers
9 that know what they're doing because they're following
10 the Amazon system. Amazon has a system just like the
11 military, just like jobs, just like anything you've
12 ever been through. And those that follow that system
13 that Sellers Playbook can teach you tend to have the
14 most success.

15 Now, the final letter in FAST-moving
16 products is T. And T stands for turnover. How
17 quickly does the product sell so I can manage my
18 inventory? If we purchase too much inventory and we
19 have it sitting in an Amazon fulfillment center,
20 Amazon can charge us storage fees. You don't want to
21 get into a position where you're spending money when
22 you don't need to.

23 Well, where do we find access to these
24 products? There's a number of different places to go
25 to do this. Now, if you have some capital to spend,

1 I'm going to highly suggest you do what many of us as
2 sellers do now, where it becomes automated. We can go
3 to suppliers, wholesalers, manufacturers, and you can
4 negotiate deals to get product at a good cost per unit
5 so you have that profit margin you want when you sell
6 it on Amazon and you win the buy box.

7 Now, it does take some capital to do this,
8 as you know. And if those of you that are getting
9 started here today are thinking to yourself, well, I'd
10 love to make money on Amazon, but I don't have a ton
11 of capital, just hold tight because I'm going to show
12 you how to get started and earn capital. And those of
13 you that attend the workshop, we're going to show you
14 ways that you can get access to capital to go out
15 there and buy some of these products in bulk, because
16 if you've ever worked with suppliers and wholesalers,
17 you probably already know this. The more product you
18 buy at once the better cost per unit you get.

19 So we want to show you how to even source
20 money. Now, many of our students are able to get
21 anywhere from \$10- to \$100,000 that they can use to
22 buy product at 0 percent interest for 12 to 18 months.
23 If that got you excited and you were listening to
24 that, then you definitely need to get enrolled. Click
25 that button and go sign up for that class as soon as

1 possible.

2 Now, suppliers, wholesales, and
3 manufacturers, something I've learned through
4 experience, is you can never ask too many questions.
5 I remember, and many of you have heard of this company,
6 this website. It's a website called Alibaba. You
7 ever heard of Alibaba? Well, Alibaba is not a place
8 that you're ordering products from directly. They're
9 essentially a broker.

10 Now, years ago, I didn't know this. So when
11 I ordered product directly through Alibaba, when it
12 was delivered to my house, the delivery guy shows up,
13 DHL is the company that delivered, and when I went
14 outside to sign for the product, he told me he
15 couldn't leave me with -- when I went outside to sign
16 for the product, he told me he couldn't leave the
17 product with me until I paid my international taxes
18 and my customs fees. So I threw a fit and said, well,
19 what if I don't pay. And he said to me, then I put it
20 back on the truck and I leave; either pay or don't, I
21 need to leave.

22 The reason I was so frustrated and the
23 reason I threw a fit is because those fees added up to
24 almost the same cost as my product. It essentially
25 doubled my product cost. Nobody ever told me this.

1 DHL didn't tell me this; Alibaba didn't tell me this;
2 and the manufacturer that I went through, which was
3 linked through Alibaba, never told me these things
4 would happen. If you've heard that saying, you don't
5 know what you don't know, it's absolutely true. I've
6 heard so many horror stories because people do these
7 things and try to do it on their own without the
8 proper guidance and education.

9 Now, those of you, as you go out there and
10 you start to research suppliers and wholesalers, and
11 if you do a Google search, you're all going to find
12 the same ones anyway. So another added benefit to
13 getting to our workshop is we currently work with a
14 few thousand different suppliers and wholesalers. But
15 we know if we gave you all of those it would be too
16 overwhelming for you.

17 So for those of you who get enrolled, we'd
18 like to get you started with at least 100 suppliers
19 and wholesalers that will get you on the right path,
20 the ones that have already been asked the questions
21 that you need to ask so you can actually get out and
22 start making money as quickly as possible. It's just
23 another added benefit to learn from people that have
24 already been there and done that, that have already
25 had success on Amazon and they can pass that on to

1 you.

2 Now, as I mentioned before, to buy a product
3 from suppliers and wholesalers, it's good to have some
4 money. It's good to have some capital to go out and
5 do this. But what about those of you that are working
6 on a limited budget, that are saying to yourself, hey,
7 I can afford this class, I know I can do that, it's a
8 no-brainer, but I don't have a ton of money to go out
9 and buy product? Well, there are some other ways that
10 you can get started doing this with very little
11 capital out of your own pocket.

12 One is something called consignment. If you
13 know what a consignment shop is, this should make
14 sense to you. Consignment is just selling for other
15 people. Now, you may not make millions of dollars,
16 but if you need a way to start creating income, and
17 that's why you're all here, consignment is just
18 selling for other people and making a commission each
19 time you sell.

20 Another thing that has become very popular
21 when done properly is drop shipping. But if you don't
22 know what you're doing, you could really get yourself
23 in trouble, especially when it comes to shipping times
24 and controlling that inventory. But drop shopping,
25 the positive side is you don't have to pay for the

1 product up front, nor do you ever have to touch the
2 product.

3 So how this works is a drop shipper gives
4 you access to their inventory. You take one of their
5 products and you list it on Amazon. When that product
6 sells, the customer pays you. You then pay the drop
7 shipper. And the drop shipper then ships that product
8 directly to the customer. So what does that mean to
9 you? As I mentioned before, you're not paying for the
10 product up front, you don't pay for it until somebody
11 pays you first. And then when the product gets sold,
12 you never have to touch it. That product is shipped
13 directly to the consumer for you.

14 Now, if you love the sound of that, once
15 again, get to that workshop so we can walk you through
16 good drop shippers that actually are qualified that
17 will help you run your Amazon, the business, the
18 correct way, because there are a lot of ones that you
19 may get in trouble utilizing if you don't know what
20 you're doing.

21 Personal items. Yes, ladies and gentlemen,
22 it's okay to sell used product on Amazon, but it's not
23 the same as eBay. You want to sell gently and lightly
24 used product. But you probably have things sitting in
25 the -- sitting in your house. You probably have

1 products sitting in the closet that you haven't
2 touched since you bought it, or since somebody gifted
3 it to you. Start off trying to sell those things.

4 And, of course, a great way to get started,
5 the way that I started, and I did this for almost ten
6 years, it's something called retail arbitrage. Now,
7 retail arbitrage is essentially going into stores,
8 buying product and reselling it. One of those home
9 runs tend to be a store like this. Now, I'm sure you
10 all recognize this store. This is a Walmart clearance
11 aisle. And I know you all know it. And now what you
12 have the ability to do with the right technology is
13 there is something called a seller's app, where you
14 can walk up and down these aisles, you can scan or
15 take pictures of the products, and it will actually
16 show you what that product is selling for on Amazon
17 and all the profitability.

18 So you scan in the product as simple as
19 these disposable women's razors. These were on
20 closeout at Walmart. These sell, on closeout, at \$2
21 apiece. But if you look below, directly from Amazon
22 seller's app, it shows that their buy box price was
23 \$19.24, minus the \$3.88 fee, gives you gross proceeds
24 of over \$15. Subtract the \$2, and you're making over
25 \$10 profit every time you sell these. And I know that

1 may not be the home run you're looking for, but you
2 get enough of these, and it can be definitely
3 something you can make money with, something very
4 profitable for you.

5 Here's another item. This was on closeout
6 at Walmart once again. This is a -- an electric
7 lawnmower. And you can see there that the buy box
8 price at the time was \$429 on Amazon, minus your fees
9 of about 15 percent, \$65, gives you gross proceeds of
10 \$364.08, minus the \$99 cost of the product gives you
11 about a \$265 profit. Now, if you're shipping this out
12 yourself, you probably realize that that's a large
13 box. It may cost \$100 to ship. You're right, but
14 you're still making over \$150 profit selling the
15 product you found in a Walmart. Not bad.

16 Now, let me have you take a look at this
17 product for a moment. Now, if you're looking at this
18 product and you're saying, hey, I know what store
19 that's from, you should definitely be doing retail
20 arbitrage, or you just flat out shop too much. So
21 that product right there is actually from Target.
22 Now, you can see, if you're looking closely, that it
23 was for sale for \$11.06. At the time, on Amazon, it
24 was selling for 61.81, minus the \$10.26 fees, leaves
25 you with \$51.55 gross proceed, minus the \$11 gives you

1 \$40 profit.

2 Now, remember, if you're shipping this
3 product out yourself, you can ship this in the flat-
4 rate shipping envelope for about \$6. Now, if you
5 don't know where to find those numbers and determine
6 what shipping costs are, get enrolled for the class.
7 Let us walk you through that. However, that still
8 leaves you with about a \$34 profit.

9 Now, the challenge that a lot of people run
10 into and where a lot of people go wrong is, of course,
11 seeing these and saying, look, over \$30 profit.
12 There's a bunch of these, let's buy them all. That's
13 not necessarily the best idea. Now, here's the reason
14 I utilize this in this example. I have an 18-year-old
15 son. When he was younger, 13, 14 years old, he
16 learned how to sell and he learned how to do retail
17 arbitrage.

18 Now, I did this for a couple of reasons.
19 Number one, because I think young people need work
20 ethic -- so does everybody, really. And I also
21 think it's important for everybody to have an
22 entrepreneurial skill because we no longer work for
23 companies for 20 and 30 years and retire with great
24 pensions. And that's probably why a lot of you are on
25 this webinar, because you need the supplemental income

1 or you need another way to make money.

2 Well, when he was shopping for these, we saw
3 that there was about 100 of these laying around, which
4 seemed great, seemed like that's \$3,000 profit.

5 However, if we were to purchase every single one of
6 these, what we found is that only one of these chair
7 covers is selling every five days. So if I buy 100 of
8 these, we're holding onto this inventory for about a
9 year and a half. Well, that's not a very smart
10 investment if I want to make money in a decently rapid
11 pace.

12 Not only that, when it comes to retail, if
13 there's no demand for a product, that price is
14 eventually going to drop. Now, by the time we sold
15 our last one, or my son did, the ten that he bought,
16 the last one sold for just under \$37. Still
17 profitable, but nowhere near those profit highs that
18 we originally saw when we saw all of them lined up.

19 So the challenge in knowing this is Amazon
20 limits the amount of information they give you.
21 Nowhere on an Amazon listing would you know that only
22 one of these chair covers is selling every five days.
23 So you may be wondering, well, how do we figure that
24 out. Well, get to that workshop so we can walk you
25 through this. What we used is a technology that was

1 created by Sellers Playbook.

2 Not only does Sellers Playbook provide you
3 with the proper education to create a real Amazon
4 income, to learn what that 10 percent does right, what
5 we also do is they also create technologies to help
6 you take the guessing out of Amazon. And that's what
7 too many people do on Amazon today, is they guess and
8 they hope for the best, and that's why they end up
9 losing money.

10 So let me show you a normal Amazon listing
11 as we've looked at before. This is a rice cooker.
12 Now, this rice cooker, if you have the proper
13 relationships with the right suppliers, you may be
14 able to get at a great price where you're making at
15 least a 20 percent profit margin, things that we'll
16 teach you how to figure out at that workshop. So
17 that's making you \$6 apiece, which doesn't sound that
18 amazing, I know. But when you do it with volume, this
19 could pay your bills.

20 Well, this is a normal listing, and this is
21 about all you see. Now, what we look for on Amazon is
22 towards the bottom of a listing. You're going to find
23 an area that's called item description. And it's
24 going to look like this, and you see all this
25 information? But towards the bottom there, I want you

1 to focus on something called the best sellers rank.
2 And you can see this particular product, this rice
3 cooker, Aroma rice cooker, is ranked number 35 in
4 kitchen and dining.

5 Well, if you've ever seen a product on
6 Amazon that was listed as a best seller, it means it's
7 ranked in the top 100. Now, Amazon doesn't tell you
8 how quickly an item sells or how many of that item
9 sell on a daily or weekly basis. What they give you
10 is a ranking of the product, number one being the best
11 and the most popular, all the way down. Now,
12 remember, there's millions and millions and millions
13 of products that are being sold on Amazon on a daily
14 basis. So if you come across a product that ranked
15 number 1.96 million, you know that product probably
16 isn't selling very well.

17 But this particular rice cooker, if you look
18 closely, is a best seller. It was ranked number 35 in
19 kitchen and dining. Now, if I want to order a bunch
20 of these so I can sell them and make a bunch of money
21 selling these on Amazon, I've got to have a
22 guesstimation of how many I should order. The problem
23 is I know it's ranked number 35, but I have no point
24 of reference. It's still a guessing game.

25 So how is my son able to figure out that

1 only one of those chair covers was selling every five
2 days, and how would I know how many of these rice
3 cookers I should order so I'm not sitting on too much
4 inventory? This is where our technology called the
5 BSR calculator comes in. This takes you from guessing
6 to knowing, realtime. So now what I can do is I can
7 take that ranking that you just saw, kitchen and
8 dining, of rank number 35. I can see the area that's
9 kitchen and dining. I type in number 35; I hit go,
10 and it will show me that realtime, over the last 24
11 hours, 70 of those rice cookers have sold. But even
12 more importantly, it shows me the average each day
13 over the last 30 days.

14 So if I do the math on that, I see that
15 there are 80 of these rice cookers that are selling on
16 a daily basis over the last 30 days. That's
17 information that's incredibly valuable. This now
18 gives me an idea and a baseline of how much I should
19 order from a supplier or wholesaler, and I know how
20 many are actually selling. This is what most sellers
21 on Amazon are never able to figure out.

22 So now if I know that there's an average of
23 30 days in a month and I know that 80 of these
24 guesstimation are selling on a daily basis, I know
25 that about 2,400 of those rice cookers are selling

1 each month. And if know that they're selling for
2 about \$30 apiece, I know that's about \$72,000 worth of
3 gross sales. Now, that's not profit, everybody.
4 That's just total sales.

5 I mentioned before, our profit on this from
6 a supplier would be about 20 percent. That's only \$6
7 apiece, but consider 20 percent of that \$72,000 is
8 just over \$14,000. Now, if you're winning the buy box
9 on this rice cooker and you're getting 70 to 80
10 percent of those sales, that means you're making over
11 \$10,000 a month selling just one product than in this
12 case you wouldn't even have to touch. It would be
13 purchased from a supplier. You could have it
14 delivered to a fulfillment center, learning the proper
15 way to do so, then you can learn how to win the buy
16 box and make money selling this rice cooker, just as
17 an example. And that's \$10,000 per month selling the
18 rice cooker.

19 And if you're able to do that your first
20 month, well, what do you do your second month? Well,
21 if you just do it again, you're right. But if you do
22 it again, you might as well do it on vacation. You
23 just made ten grand selling a product you didn't even
24 have to touch. And what's amazing about an Amazon
25 business when done properly, this is what it gives me,

1 an ability to travel (audio glitch).

2 But I guess a more (audio glitch) for me is
3 spending time with my family and go on vacations I
4 never dreamed I'd be able to and not have to worry
5 about a paycheck is you can run this business (audio
6 glitch) using this webinar right now has the ability
7 to do once you have the proper connections, the proper
8 inventory, that you have the knowledge on how to win
9 the buy box, and you have a support team like Sellers
10 Playbook to help guide you through it, that's what we
11 can get you.

12 And the next month, you do the same thing.
13 The next month, you do the same thing. And you
14 continue to look for more products, like that plastic
15 container. Do you realize, you get one of these
16 products selling, and if you're one of three sellers,
17 one of eight sellers, many times you're making more
18 money on a monthly basis than the average American
19 makes in a regular, 40-hour-a-week job.

20 How many of these products does it take to
21 replace your income? For me, that was my goal, is
22 find a way to get out of my regular, everyday job,
23 manual labor. It was exhausting. So we look for
24 those reasons why. What's going to take you to that
25 level? What's going to make that decision where you

1 decide to take that step forward? Right?

2 Get to that three-day training. Let us walk
3 you through things. Let us walk you through what
4 those Amazon sellers that are million-dollar sellers
5 are doing right and not worry about what the 90
6 percent are doing wrong. As I said, we're going to do
7 this, it's hands-on training. You can see here, bring
8 your laptops, bring in your digital devices. Let us
9 walk you through things step by step. Let us educate
10 you, train you in a fashion that everybody can learn.

11 Let us sit down with you. Let us put
12 together business plans to help you find and achieve
13 your dreams. Let us walk you through those things.
14 For me, when I first started, I knew that my goal was
15 to make some extra money. Then, when I got to a point
16 where I came across Sellers Playbook and they said,
17 here, what you've been doing for the last several
18 years is more than most because you're actually doing
19 it, but you're working really, really hard doing
20 retail arbitrage, and that's all you're doing to make
21 very, very little.

22 Today, ladies and gentlemen, I work less
23 physically than I've ever worked, but I make more
24 money. And I think that's the dream for every one of
25 us. Well, my other reason why, outside of just making

1 more money, was I happen to be a single father. And
2 in the beginning, my son, I told you, he does retail
3 arbitrage now, he was a cute little kid and he was fun
4 to take care of. Today, he's a monster. He's 6'6",
5 260 pounds. And something fun has happened in the
6 last little while, and gearing up for him to go to
7 college, which I think traditional education is
8 incredibly important to everybody, and I hope you
9 agree with me, but it may not be for everyone.

10 When I started to look into costs for
11 college, I was shocked. Knowing what I spent years
12 ago versus what people are spending today, do you
13 realize the cost of out-of-state tuition right now is
14 over \$20,000 a year? \$20,000 a year. For a four-year
15 bachelor's degree, that's almost \$100,000. And the
16 scary thing with that today is, well, what is that
17 bachelor's degree really going to get you? It's a
18 certificate that may or may not get you a job. Most
19 people I know that have degrees, including myself, it
20 hasn't done much for us lately. And me, over the past
21 20 years, virtually nothing.

22 And I'm not knocking it. I think it's great
23 to have that education, but we get to upper-level
24 education, master's degrees, now we're talking
25 hundreds of thousands of dollars. Now, my son was

1 blessed with size. He actually recently received a
2 football scholarship, and when this happened and they
3 had a little press conference and they had the school
4 and they were taking pictures, I started to tear up.
5 I'm not that -- I'm not that emotional person that
6 some tend to be. And it hit me, the reason I was
7 tearing up, when my son came up to hug me to say, Dad,
8 thank you for -- and it's going to be great, I kind of
9 pushed him away a little bit, and I said I'm not
10 crying for you, I said I'm crying for me, because I
11 don't have to pay for school. And he's a gentleman.

12 Do you realize, there's more student loan
13 debt in the United States right now than there is
14 credit card debt. That blows my mind. Now, my son is
15 blessed and fortunate enough to have the size of being
16 6'6", 260 pounds. Many of you don't. Many of your
17 kids don't. And the reason that I think this is
18 important is, yes, he's lucky enough that he's going
19 to be able to get a free education. Most people
20 don't. But even if he did, I know I would make sure
21 that he found a way to go to college.

22 And the reason I tell you this story is my
23 son has learned a skill that will make him money for
24 the rest of his life. Whether college works for him
25 or not, whether football works for him or not, he'll

1 always know how to make money selling products online.
2 And that education is worth way more than that
3 \$100,000 a year. And each and every one of you on
4 this can get that same type of education for less than
5 \$1,000, something that will make you money for a
6 lifetime versus a certificate that might get you a
7 job.

8 Now, as I said, I'm not knocking traditional
9 education, but it's something you may want to
10 consider. Hey, this is something that actually
11 teaches you how to make money. And if you're
12 struggling right now, what's going to change unless
13 you take that step forward to make that change?
14 That's why I say click on the button here on this
15 page. Click to get enrolled.

16 Now we also offer at Sellers Playbook not
17 just education, but we also want to make sure you have
18 all the tools you need to succeed and to really pass
19 the majority of Amazon sellers in a very quick
20 fashion. So we also want to provide you with some
21 online tools to help you succeed. Now, one of those
22 is our game -- is our game plan home study course.
23 Our game plan home study course offers a number of
24 different educational videos to help get you started
25 on Amazon.

1 Now, you can sign up for this course anytime
2 online in 1997; however, you're going to get this
3 included for your 797 enrollment. So it's not just
4 the online course. You're also going to get the face-
5 to-face three-day course. That's where the real work
6 happens because that's where the real success begins,
7 because we're able to work with you as an individual
8 one-on-one, as well as in a group setting. And you're
9 going to meet like-minded people that you can continue
10 to work with to help you on the path to success. Now,
11 you'll receive access to this shortly after enrolling.

12 You're also going to receive access to that
13 100 supplier and wholesaler list. So within the next
14 few days, you'll be able to start contacting suppliers
15 and wholesalers so you can see what to do. However, I
16 will strongly suggest, get to the workshop. Remember
17 when I said you can never ask too many questions? Let
18 us give you a list of questions to ask these suppliers
19 and manufacturers so that you don't put yourself in a
20 bad position like I was, where I ended up having to
21 pay for customs fees that I didn't even know existed.

22 And also a tool that is just so incredibly
23 important today, and if you're not on Amazon already,
24 it's impossible for you to realize how important this
25 tool is. It's a necessity. It's not something that's

1 really optional today, and that's that BSR calculator.
2 You have to know how many products are actually
3 selling on a daily basis. Now, this will give you
4 that opportunity. I've had people enroll just for
5 this tool. You can purchase this tool for over \$1,000
6 by itself, but be smart. Just get to the training
7 because we're going to provide you and your guest
8 access to this BSR calculator for free.

9 There are no monthly fees. There are no
10 yearly or maintenance fees. Once you have it, you
11 have it. And the reason we do that is because the
12 owners at Sellers Playbook realized that the BSR
13 calculator is something you have to have to be a
14 successful Amazon seller. So it's worth it for that
15 and that alone. Just think of all the other things
16 that come along with it.

17 Now, we're also going to provide you with
18 some books, our Sellers Playbook manual. You'll also
19 receive this in a downloadable fashion in the next few
20 days when you get access to that game plan home study
21 course.

22 Now, if you were to price each and every one
23 of these things out individually, the cost to attend
24 our live training in your area -- and we don't do
25 these trainings that often. We have a limited number

1 of trainers to go out and do this that actually teach
2 Amazon properly and sell on Amazon, so it's something
3 we don't have the opportunity to do that often, so get
4 there now. The sooner you get started, the sooner
5 you're going to have success.

6 That three-day workshop is usually 997 per
7 person. The playbook manual, \$297. The BSR
8 calculator, as I mentioned, by itself, 997. And the
9 game plan home study course, 997. That's a total
10 value of just over \$4,000 -- \$4,285. Those of you who
11 enroll with us here through this webinar by clicking
12 that button below, you're going to get a discounted
13 rate for 797. That's less than a quarter of the cost,
14 and you're both going to be able to attend. You're
15 both going to get access to the BSR calculator, and
16 you'll both have access to the game plan, home study
17 course. You'll both be able to utilize all those
18 tools there to take you from where you are right now
19 to where you want to be selling successfully on
20 Amazon.

21 And we have one final bonus per enrollment,
22 because we don't want you to have any reason you can't
23 run this business -- dates, money, anything being the
24 challenge. That's why we want you to give us a call,
25 let us walk you through those things. But,

1 importantly, we want to provide you with the
2 education. We want to provide you with the software.
3 But we also want to provide you, for those of you
4 lacking it, we also want to provide you with the
5 (audio glitch) knowledge you need to run this
6 business.

7 So as an added bonus, when you get to that
8 workshop, we're also going to provide you during that
9 workshop with a free Kindle, so you also -- now, this
10 is on a limited basis. This is on a first-come,
11 first-serve basis. So click that button below. Get
12 yourself enrolled. Make that investment in yourself
13 because if you never invest in yourself, nobody else
14 will. It's worth it to be there to learn what that
15 small percentage of Amazon sellers do extremely well,
16 and I look forward to working with you from now into
17 the future.

18 So as you see here, investment to attend our
19 live training in your area in the upcoming weeks is
20 \$797. That includes everything you see here,
21 including the Kindle. Get to that workshop. If
22 you've ever wanted to make an additional income, if
23 you've ever wanted to be able to have a business you
24 can run from home in your spare time and make more
25 than the average American, you've found your way. Now

1 you just need to take action and get there.

2 I wish you best success. Congratulations to
3 each and every one of you, and we'll see you at the
4 workshop. Thanks for coming out.

5 (The recording was concluded.)

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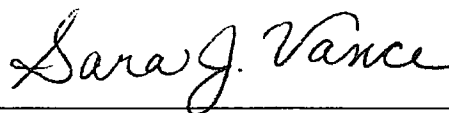
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I further certify that I am neither counsel for, related to, nor employed by any of the parties to the action in which these proceedings were transcribed; and further, that I am not a relative or employee of any attorney or counsel employed by the parties hereto, nor financially or otherwise interested in the outcome of the action.

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